

**Downtown Stockton Alliance
2025 Budget**

EXHIBIT 3

	2025	2024	Variance
Operating Income/Expense			
Income			
4000 · Assessments - Private Owners	\$ 657,182	\$ 631,912	4%
4010 · Assessments - Public Agencies	640,642	603,141	6%
Total 4000 · Assessments	1,297,824	1,235,053	5%
4019 · Altas Contract	30,000	24,000	25%
4023 · Banner Income	19,430	13,000	49%
4040 · Contracts - WMN & Sanitation	76,465	67,651	13%
4042 · Outside Services - Contracts	500	500	0%
4042.01 · Outside Services - Miracle Mile	136,380	67,176	103%
4042.02 · Outside Services - LAZ	126,000	206,720	-39%
4090 · Budd Alley Compactor Service	12,000	12,000	0%
4202 · Focus Block SJC ARPA Façade	500,000	-	100%
4205 · Façade Administration Fee	-	204,000	-100%
4208 · SJC ARPA Funding	350,000	735,692	-52%
4209 · SJC ARPA Admin. Fee	125,000	25,000	400%
Total Income	\$ 2,673,599	\$ 2,590,792	3%

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Expense			
6000 · Payroll & Benefits			
6001 · Wages	1,134,574	1,000,000	13%
6003 · Workers Compensation Insurance	20,000	23,000	-13%
6004 · Payroll Taxes	78,000	75,000	4%
6005 · Parking Reimbursements & Lot Rental	5,100	5,100	0%
6006 · Medical Reimbursement	2,300	-	100%
6007 · Kaiser Premiums	20,000	18,000	11%
6010 · Aflac	400	800	-50%
6010.01 · Colonial Life	1,000	1,300	-23%
6013 · Medicare Reimbursements	-	2,100	-100%
6017 · Wolfpack Insurance	200	400	-50%
6011 · Payroll & HR Service	35,000	35,000	0%
Total 6000 · Payroll & Benefits	1,296,574	1,160,700	12%
6100 · Education & Networking			
6101 · Conferences	1,000	2,000	-50%
6102.01 · Business Meals/Meetings	1,000	1,000	0%
6102.03 · Employee Recognition	1,000	1,000	0%
6103 · Travel	1,000	1,000	0%
6104 · Education/Training	500	500	0%
6106 · Subscriptions	5,000	5,000	0%
Total 6100 · Education & Networking	9,500	10,500	-10%
6200 · Advertising/Marketing			
6201 · Website	6,000	9,000	-33%
6206 · Advertising	13,000	13,000	0%
6207 · Gifts/Donations	500	500	0%
Total 6200 · Advertising/Marketing	19,500	22,500	-13%
6300 · Event Expenses			
6320.14 · Harvest Moon Festival	500	500	0%
6320.17 · Sponsorships/Partnerships	1,000	2,700	-63%
6320.22 · National Night Out	2,500	2,500	0%
Total 6300 · Event Expenses	4,000	5,700	-30%
6330 · Banners			
6330.01 · Annual Franchise Fee	3,500	2,850	23%
6330.04 · Installation/Removal	4,000	4,000	0%
6330.05 · Banners Printing	4,000	4,000	0%
Total 6330 · Banners	11,500	10,850	6%

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Expense (cont.)			
6340 · Economic Development			
6340.03 · Business Recruitment & Tours	2,000	4,000	-50%
6340.16 · Focus Block Improvement Project	6,000	30,000	-80%
6340.17 · SJC ARPA Façade / Misc.	850,000	-	100%
Total 6340 · Economic Development	858,000	34,000	2424%
6350 · WEB Projects/Security			
6350.10 · Budd Alley	16,000	14,000	14%
Total 6350 · WEB Projects/Security	16,000	14,000	14%
6360 · SJC ARPA			
6360.01 · SJC ARPA Expenses	-	797,804	-100%
Total 6360 · SJC ARPA	-	797,804	-100%
6400 · Office Expense & Supplies			
6400.01 · Paper/Printing	300	1,000	-70%
6400.02 · Copier Lease & Toner	12,000	12,000	0%
6400.03 · Postage & Mailing	300	2,000	-85%
6400.04 · General Office Supplies	3,000	10,000	-70%
6400.05 · Office Equipment	1,500	5,000	-70%
6400.06 · Annual Office Cleaning	2,000	2,000	0%
Total 6400 · Office Expense & Supplies	19,100	32,000	-40%
6420 · Maintenance & Cleaning			
6420.01 · Maintenance Supplies	14,672	22,000	-33%
6420.02 · Equipment Repair/Maintenance	15,000	15,000	0%
6420.03 · Equipment Replacement (capital)	15,000	15,000	0%
6420.04 · Equipment Lease/Rental	2,328	8,000	-71%
6420.05 · Radio System	-	1,000	-100%
6420.06 · Uniforms	8,000	10,000	-20%
6420.07 · Gasoline	8,000	16,000	-50%
6420.10 · Maintenance Space Rental	26,000	26,000	0%
6420.20 · Auto Expense	10,000	10,000	0%
Total 6420 · Maintenance & Cleaning	99,000	123,000	-20%
6450 · Ambassador Program			
6450.01 · Equipment and Supplies	4,000	3,000	33%
6450.02 · Gasoline	14,000	15,000	-7%
6450.03 · Uniforms	3,000	2,000	50%
6450.04 · Equipment Repairs	1,000	8,000	-88%
6450.05 · Miscellaneous Expenses	500	3,000	-83%
Total 6450 · Ambassador Program	22,500	31,000	-27%

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Expense (cont.)			
6500 · Insurance			
6501 · General Liability	28,000	22,000	27%
6502 · D & O Insurance	3,200	3,200	0%
6503 · Auto Insurance	25,000	25,000	0%
Total 6500 · Insurance	56,200	50,200	12%
6600 · Taxes			
6601 · Property Taxes	1,000	1,000	0%
6604 · Franchise Tax	25	25	0%
Total 6600 · Taxes	1,025	1,025	0%
6700 · Utilities/Rent			
6702 · Telephones	4,000	4,000	0%
6703 · Cell Phones	4,000	4,000	0%
6704 · Utilities			
6704.01 · PG&E	18,000	15,000	20%
Total 6704 · Utilities	18,000	15,000	20%
6705 · Office Lease	60,000	60,000	0%
Total 6700 · Utilities/Rent	86,000	83,000	4%
Expense (cont.)			
6800 · Professional & Fin. Services			
6805 · Accounting Fees			
6805.01 · Accounting Fees	18,000	16,000	13%
6805.02 · Willdan Assessment Service	5,000	4,500	11%
Total 6805 · Accounting Fees	23,000	20,500	12%
6806 · I.T.	14,000	14,000	0%
6812 · Authorize.net / Fin. Service	2,000	2,000	0%
Total 6800 · Professional & Fin. Services	39,000	36,500	7%
6900 · Miscellaneous Expense	700	1,000	-30%
Total Expense	2,538,599	2,413,779	5%
Net Operating Income/Expense	135,000	177,013	-24%
Other Income/Expense			
Other Expense			
9000 · Reserves	10,000	10,000	0%
Total Other Expense	10,000	10,000	0%
Net Other Income/Expense	10,000	10,000	0%
Net Income/Expense	125,000	167,013	-25%

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